TIME: 7:59
DATE: Nov. 12, 1953 + Nov. 16 please
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

ARE YOU up a TREE looking for gifts
that are NICE and INEXPENSIVE?
Well, they don't grow on TREES, but
you CAN find them at PIERCE'S PAINT and ART STORE!
Give your friends and relatives attractive
TOLE CRAFT metal picture trays, waste baskets, or desk baskets.
They'll be HAPPILY received because YOU painted the design on
them YOURSELF. It's easy to do, and only takes a few minutes.
The picture is already sketched on and numbered,
the paints are numbered,
all you do is match the numbers and PAINT!
The designs, all on black metal,
are available in many beautiful patterns, ranging
from scenes in an oriental garden to abstract
PENNSYLVANIA DUTCH designs. You'll LOVE their attractive
coloring. DROP IN at PIERCE'S PAINT and ART STORE tomorrow,
and SEE these beautiful TOLE CRAFT designs on
black metal waste baskets, picture trays, and desk baskets.
And remember too, that at PIERCE'S any college student
will get a LARGE discount on EVERYTHING she buys.

YOU ARE TUNED TO 600, the VOICE of SMITH COLLEGE, WCSR, NORTHAMPTON.

C. Conroy sign display.
ANNOUNCER'S SIGNATURE
Lee Hill